



Ecstasy Prevention Campaign

Background

In response to the evidence of increased ecstasy use by young people, the California Department of Alcohol and Drug Programs (ADP) is initiating an ecstasy-focused public service announcement (PSA) campaign. According to the 2001-2002 California Student Survey, ecstasy is the second most prevalent illicit drug used by youth in California. Eleven percent of 11th graders have used ecstasy.

Overview

The goal of the PSA campaign, funded by Safe and Drug Free Schools and Communities funds, is to heighten the awareness of the dangers of club drug use among 16 to 21 year-olds. The campaign, "AfterFX—Facts don't lie," includes the following elements.

Public Service Announcement

A 30-second PSA, featuring a celebrity with credibility among the target audience, will be distributed during Spring break in 2003.

- **Television**—The 30-second PSA will be distributed to major media markets in California in English and Spanish.
- **Radio**—Announcer-read PSAs will be developed for distribution to radio stations that target 16 to 21 year-olds.
- **Print**—Print materials will be developed to target this audience.
- **Public Service Announcement Kit**—Will be distributed to the major TV and radio markets in California. The kit will contain the PSA, announcer-read radio scripts, drug use fact sheet, and a response card for measuring the distribution of the message.

Community Involvement

To reinforce the message in a culturally appropriate manner at the community level, and increase participation of the target audience, campaign activities will include:

- **Creativity Contest**—A contest soliciting culturally sensitive art, music, films, and poetry with a no-use prevention message created by young adults will be developed. This contest will encourage dialogue among peers, increase awareness of the dangers of drug use, and increase the impact of the PSA campaign. The contest information will be distributed to the heads of community colleges, California State University and University of California campuses, private schools and universities, and on the Internet.
- **Press Kit**—A contest press kit will consist of a general news release, contest background, celebrity bio, and drug use fact sheet.

Internet

A new Web site, www.afterfx.info will provide access to:

- The PSAs
- Facts about the effects of drugs and latest research findings
- Community-based outreach materials
- Creativity contest entry forms
- Contest winners

The contractor for this project is Lawrence and Ponder Ideaworks. For additional information about this project, please contact Jane Williams in ADP's Prevention Services Division, at (916) 445-7174, or by e-mail at jwilliams@adp.state.ca.us.